

**General Services Administration  
Federal Supply Service  
Authorized Federal Supply Schedule Price List**

*On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA-Advantage!<sup>TM</sup>, a menu-driven database system. The Internet address for GSA-Advantage!<sup>TM</sup> is: [www.gsadvantage.gov](http://www.gsadvantage.gov). For more information on ordering from Federal Supply Schedules, visit [www.gsa.gov/schedules-ordering](http://www.gsa.gov/schedules-ordering)*

**Advertising & Integrated Marketing Solutions  
FSC Group: 541**

**GSA AIMS Contract Number: GS-23F-0316P  
Contract Period: July 1, 2004 – June 30, 2014**



**Levick Strategic Communications, L.L.C.**

**1900 M St NW, 4<sup>th</sup> Floor**

**Washington, DC 20036**

**Telephone: 202.973.1300**

**Fax: 202.973.1301**

**Website: [www.levick.com](http://www.levick.com)**

**Blog: [www.bulletproofblog.com](http://www.bulletproofblog.com)**

GSA Contract Administrator

Jeff Rosenberg

1900 M St NW, 4<sup>th</sup> Floor

Washington, DC 20036

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**Business Size/Status: Large**

**Prices shown herein are NET (discount deducted).**

**Pricelist current through modification #PO-0014 dated August 2, 2011**



Contract Holder





## GENERAL CONTRACT INFORMATION

1a. Table of Awarded Special Item Numbers (SINs): Please refer to page #4 for more detailed descriptions

- |                                   |                                |
|-----------------------------------|--------------------------------|
| • 541-1 Advertising Services      | • 541-4B Video/Film Production |
| • 541-2 Public Relations Services | • 541-1000 Other Direct Costs  |



541-1RC, -2RC, 4BRC, -1000RC –

**Disaster Recovery Purchasing Program** Section 833 of the National Defense Authorization Act allows state and local governments to purchase products and services to facilitate recovery from a major disaster. This includes advance and pre-positioning in preparation for a disaster.

- |   |  |
|---|--|
| 1b. Lowest Priced Model Number and Lowest Price:  | Please refer to our rates on page #11  |
| 1c. Labor Category Descriptions:  | Please refer to page #8  |
| 2. Maximum Order:   | \$1,000,000. However, agencies may place, and Contractor may honor, orders exceeding this limit in accordance with FAR 8-404. Ordering agencies are encouraged to seek price reductions for orders in excess of \$1,000,000. |
| 3. Minimum Order:   | \$100.00   |
| 4. Geographic Coverage:   | Domestic Only  |
| 5. Point (s) of Production:   | Not Applicable   |
| 6. Discount from List Price:  | All Prices Herein are Net  |
| 7. Quantity Discounts:  | 1% for orders in excess of \$200,000   |
| 8. Prompt Payment Terms:  | Net 30 days  |
| 9a. Government Purchase Card <u>is</u> accepted at or below the micro-purchase threshold. |  |
| 9b. Government Purchase Card <u>is not</u> accepted above the micro-purchase threshold.   |  |
| 10. Foreign Items:  | None   |
| 11a. Time of Delivery:  | To Be Negotiated with Ordering Agency  |
| 11b. Expedited Delivery:  | To Be Negotiated with Ordering Agency  |
| 11c. Overnight and 2-Day Delivery:  | To Be Negotiated with Ordering Agency  |
| 11d. Urgent Requirement:  | To Be Negotiated with Ordering Agency  |
| 12. F.O.B. Point(s):  | Destination  |
| 13a. Ordering Address:  | Levick Strategic Communications, L.L.C.<br>Attn: GSA Orders<br>1900 M St NW, 4 <sup>th</sup> Floor<br>Washington, DC 20036   |

## GENERAL CONTRACT INFORMATION (continued)

- 13b. For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3.
- |  |   |
|--|---|
| 14. Payment Address:   | Levick Strategic Communications, L.L.C.<br>Attn: Accounts Receivable<br>1900 M St NW, 4th Floor<br>Washington, DC 20036 |
| 15. Warranty Provision:  | Standard Commercial Warranty  |
| 16. Export Packing Charges:  | Not Applicable  |
| 17. Terms & Conditions of Government Purchase Card Acceptance:   | Contact Contract Administrator  |
| 18. Terms and conditions of rental, maintenance, and repair:   | Not Applicable  |
| 19. Terms and conditions of installation (if applicable):  | Not Applicable  |
| 20. Terms and conditions of repair parts indicating date of parts, price lists and any discounts from list prices:   | Not Applicable  |
| 20a. Terms and conditions for any other services (if applicable):  | Not Applicable  |
| 21. List of service and distribution points (if applicable):   | Not Applicable  |
| 22. List of participating dealers (if applicable):   | Not Applicable  |
| 23. Preventative maintenance (if applicable)   | Not Applicable  |
| 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants.):  | Not Applicable  |
| 24b. Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at:<br><a href="http://www.Section508.gov/">www.Section508.gov/</a> : | Contact contract administrator for more information   |
| 25. Data Universal Number System (DUNS) Number:  | 012078551   |
| 26. Levick Strategic Communications, L.L.C. is registered in the Central Contractor Registration (CCR) database.   |   |

## **CONTRACT OVERVIEW**

Levick Strategic Communications, L.L.C. holds a GSA Federal Supply Schedule contract for Advertising & Integrated Marketing Solutions (AIMS), Contract Number GS-23F-0316P. The contract was awarded on July 1, 2004 to Rosenberg Communications, acquired by Levick in September 2010. The current contract period is Option Period 1, July 1, 2009 - June 30, 2014. GSA may exercise a total of up to two additional 5-year option periods. The contract allows for the placement of Firm Fixed Price or Time and Materials task orders using the labor categories and ceiling rates defined in the contract.

## **CONTRACT ADMINISTRATOR and MARKETING AND TECHNICAL POINT OF CONTACT**

Jeffrey Rosenberg  
Levick Strategic Communications, L.L.C.  
1900 M St NW, 4<sup>th</sup> Floor  
Washington, DC 20036  
Telephone: 240-447-1405  
Fax Number: 202-973-1301  
Email: jrosenberg@levick.com

## **CONTRACT USE**

This contract is available for use by all federal government agencies, as a source for Advertising & Integrated Marketing Solutions. Executive agencies, other Federal agencies, mixed-ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

## **CONTRACT SCOPE**

The contractor shall provide all resources including personnel, management, supplies, services, materials, equipment, facilities and transportation necessary to provide a wide range of professional services as specified in each task order.

Services specified in a task order may be performed at the contractor's facilities or the ordering agencies' facilities. The government will determine the contractor's compensation by any of several different methods (to be specified at the task order level) e.g., a firm-fixed price for services with or without incentives, labor hours or time-and-material.

The Special Item Numbers (SINs) available under this contract provide services across the full life cycle of a project. When task orders are placed, they must identify the SIN or SINs under which the task is being executed. Levick Strategic Communications, L.L.C. has been awarded a contract by GSA to provide services under the following SINs:

- 541-1 / 541-1RC Advertising Services
- 541-2 / 541-2RC Public Relations Services
- 541-4B / 541-4BRC Video/Film Production
- 541-1000 / 541-1000RC Other Direct Costs

## **SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS**

### ***541-1 / 541-1RC Advertising Services***

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components:

- Advertising objective determination
- Message decision/creation
- Media selection
- Outdoor marketing and media services
- Broadcast media (Radio, TV and Public Service Announcements)
- Direct mail services
- Media planning
- Media placement services
- Advertising evaluation
- Related activities to advertising service

### ***541-2 / 541-2RC Public Relations Services***

Services include, but are not limited to:

- Providing customized media and public relation services such as the development of media messages and strategies;
- Providing recommendations of media sources for placement of campaigns;
- Preparing media materials such as: background materials, press releases, speeches and presentations and press kits.

Other related services may fall under the following categories:

- Executing media programs.
- Conducting press conferences
- Scheduling broadcast and/or print interviews
- Press, public relations and crisis communications
- Media training: Training of agency personnel to deal with media and media responses
- Media alerts
- Press clipping services Related activities to public relations services

### ***541-4B / 541-4BRC Video/Film Production***

Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required.

Examples of services include, but are not limited to:

- Writing
- Directing
- Shooting
- Arranging for talent/animation
- Narration
- Music and sound effects
- Duplication
- Distribution
- Video scoring
- Editing

### ***541-1000 / 541-1000RC Other Direct Costs***

All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include such items such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.

## **INSTRUCTIONS FOR PLACING ORDERS FOR SERVICES BASED ON GSA SCHEDULE HOURLY RATES**

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that Levick Strategic Communications, L.L.C. meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders; facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract.

If it is determined that your agency needs an outside source to provide AIMS services, follow these simple steps:

### **Step 1. Develop a Statement of Work (SOW)**

In the SOW, include the following information:

- Work to be performed,
- Location of work,
- Period of performance;
- Deliverable schedule, and
- Special standards and any special requirements, where applicable.

### **Step 2. Select Contractor and Place Order**

- If the order is at or below the micro-purchase threshold, select the contractor best suited for your needs and place the order.
- If the order is exceeding the micro-purchase threshold, but less than the maximum order threshold (MOT), prepare an RFQ;
- If the order is in excess of the MOT, prepare an RFQ. Consider expansion of competition and seek price reductions.

### **Step 3. Prepare a Request for Quote (RFQ)**

- Include the SOW and evaluation criteria;
- Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order;
- If preferred, request a performance plan from contractors and information on past experience; and include information on the basis for selection.
- May be posted on GSA's electronic RFQ system, e-Buy

### **Step 4. Provide RFQ to at least Three Firms**

### **Step 5. Evaluate Offers, Select Best Value Firm, and Place Order**

## **REQUIREMENTS EXCEEDING THE MAXIMUM ORDER**

In accordance with FAR 8.404, before placing an order that exceeds the maximum order threshold, ordering offices shall:

- Review additional schedule contractors' catalogs/price lists or use the "GSA Advantage!" on-line shopping service;
- Based upon the initial evaluation, generally seek price reductions from the schedule contractor(s) appearing to provide the best value (considering price and other factors); and
- After price reductions have been sought, place the order with the schedule contractor that provides the best value and results in the lowest overall cost alternative (see FAR 8.404(a)). If further price reductions are not offered, an order may still be placed, if the ordering office determines that it is appropriate.

Vendors may:

Offer a new lower price for this requirement (the Price Reduction clause is not applicable to orders placed over the maximum order in FAR 52.216-19 Order Limitations.)

- Offer the lowest price available under the contract; or
- Decline the order (orders must be returned in accordance with FAR 52.216-19).

A task order that exceeds the maximum order may be placed with the Contractor selected in accordance with FAR 8.404. The order will be placed under the contract.

Sales for orders that exceed the Maximum Order shall be reported in accordance with GSAR 552.238-74.

## BLANKET PURCHASE AGREEMENT

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s);
- The need to periodically compare multiple technical approaches or prices;
- The administrative costs of BPAs; and
- The technical qualifications of the schedule contractor(s).

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (*e.g.* estimated quantities, work to be performed), delivery locations, and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

Ordering from BPAs:

Single BPA. If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

Multiple BPAs. If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

BPAs for hourly rate services. If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

Duration of BPAs. BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

Review of BPAs:

The ordering activity that established the BPA shall review it at least once a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect;
- The BPA still represents the best value (see 8.404(d)); and
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

The ordering activity shall document the results of its review.



## LABOR CATEGORY DESCRIPTIONS

Levick's commercial practices include the education/experience substitutions identified below.

2 Years Experience	Equals	AA Degree
2 Years Experience + AA Degree	Equals	BS Degree
4 Years Experience	Equals	BS Degree

<b>Labor Category: Senior Public Relations Manager</b>
<b>Minimum Experience:</b> Ten (10) years specific field experience
<b>Functional Responsibility:</b> Manages projects, including the discrete project tasks, such as press kit development, event logistics, media outreach, and strategic planning. Matches staff to needs of each project, monitors status of development of all products and delivery of all services. Monitors quality control and quality assurance procedures and outcomes. Must be able to: Secure and manage new contracts; Participate in strategic and product planning meetings, such as for press events, study roll-outs, and development of marketing materials; Assign tasks to staff and monitor quality of work; Develop and manage budgets; Oversee production process, delivery of service; Oversee administrative support for all production, including management of vendors; Serve as primary contact with clients; Track production components
<b>Minimum Education:</b> Bachelor Degree

<b>Labor Category: Public Relations Manager</b>
<b>Minimum Experience:</b> Five (5) years specific field experience
<b>Functional Responsibility:</b> With limited supervision, manages projects, including the discrete project tasks, such as press kit development, event logistics, media outreach, and strategic planning. Matches staff to needs of each project, monitors status of development of all products and delivery of all services. Monitors quality control and quality assurance procedures and outcomes. Must be able to: Participate in strategic and product planning meetings, such as for press events, study roll-outs, and development of marketing materials; Assign tasks to staff and monitor quality of work; Oversee production process, delivery of service; Oversee administrative support for all production, including management of vendors; Serve as primary or secondary contact with clients; Track production components.
<b>Minimum Education:</b> Bachelor Degree

<b>Labor Category: Media Relations Specialist</b>
<b>Minimum Experience:</b> Two (2) years specific field experience
<b>Functional Responsibility:</b> With supervision of Senior Public Relations Manager and/or Public Relations Manager, implements aspects of press and public relations campaigns, such as drafting press releases and media advisories, compiling target press lists, and conducting media outreach. Must be able to: Participate in strategic planning meetings for press and public relations campaigns; Provide professional support to Senior Public Relations Manager and/or Public Relations Manager; Draft press releases, media advisories, compile media kits and other duties as assigned.
<b>Minimum Education:</b> Bachelor Degree

<b>Labor Category: Media Relations Assistant</b>
<b>Functional Responsibility:</b> With supervision of Senior Public Relations Manager and/or Public Relations Manager, provides support and assistance in implementing aspects of press and public relations campaigns, compiling target press lists, interacting with event venue contacts, tracking media outreach, and staffing press events. Must be able to: Provide professional support to Senior Public Relations Manager and/or Public Relations Manager; Compile target lists for press and public relations activities, staff press events, and provide administrative assistance as needed.
<b>Minimum Education:</b> Bachelor Degree

## LABOR CATEGORY DESCRIPTIONS (CONTINUED)

<b>Labor Category: Senior Editor / Writer</b>
<b>Minimum Experience:</b> Seven (7) years specific field experience
<b>Functional Responsibility:</b> Manages writing and publication projects. Writes articles, “ghosted” columns, reports, video and Public Service Advertising scripts, etc. Edits articles, reports, etc. Monitors quality control and quality assurance procedures and outcomes. Must be able to: Secure and manage new contracts; Participate in strategic and product planning meetings; Participate in creative development meetings, e.g., video treatment development; Assign tasks to staff and monitor quality of work; Develop and manage budgets; Oversee production process, delivery of service; Oversee administrative support for all production, including management of vendors; Serve as primary contact with clients; Track production components.
<b>Minimum Education:</b> Bachelor Degree

<b>Labor Category: Copy Writer</b>
<b>Minimum Experience:</b> Two (2) years specific field experience
<b>Functional Responsibility:</b> Under supervision of Senior Writer/Editor, drafts articles, “ghosted” columns, reports, video and Public Service Advertising scripts, etc. Must be able to: Participate in strategic and product planning meetings; Participate in creative development meetings, e.g., video treatment development; Writing and editorial tasks as assigned.
<b>Minimum Education:</b> Bachelor Degree

<b>Labor Category: Senior Project Manager</b>
<b>Minimum Experience:</b> Ten (10) years specific field experience
<b>Functional Responsibility:</b> Manages projects, including the discrete project tasks, such as nonprint and print products, video and PSA production and distribution, press events, product roll-outs, and event planning/management. Matches staff to needs of each project, monitors status of development of all products and delivery of all services. Monitors quality control and quality assurance procedures and outcomes. Must be able to: Secure and manage new contracts; Participate in strategic and product planning meetings, such as for publications and educational and marketing materials, and public relations and press campaigns; Participate in creative development meetings, e.g., video treatment development; Assign tasks to staff and monitor quality of work; Develop and manage budgets; Oversee production process, delivery of service; Oversee administrative support for all production, including management of vendors; Serve as primary contact with clients; Track production components.
<b>Minimum Education:</b> Bachelor Degree

<b>Labor Category: Project Manager</b>
<b>Minimum Experience:</b> Five (5) years specific field experience
<b>Functional Responsibility:</b> With limited supervision, manages projects, including the discrete project tasks, such as nonprint and print products, video and PSA production and distribution, press events, product roll-outs, and event planning/management. Matches staff to needs of each project, monitors status of development of all products and delivery of all services. Monitors quality control and quality assurance procedures and outcomes. Must be able to: Participate in strategic and product planning meetings, such as for press events, study roll-outs, and development of marketing materials; Participate in creative development meetings, e.g., video treatment development; Assign tasks to staff and monitor quality of work; Oversee production process, delivery of service; Oversee administrative support for all production, including management of vendors; Serve as primary or secondary contact with clients; Track production components.
<b>Minimum Education:</b> Bachelor Degree

## LABOR CATEGORY DESCRIPTIONS (CONTINUED)

<b>Labor Category: Executive Producer</b>
<b>Minimum Experience:</b> Ten (10) years specific field experience
<b>Functional Responsibility:</b> Manages projects, including the discrete project tasks, such as video and PSA production and distribution, and development of ancillary materials, e.g., packaging. Matches staff to needs of each project, monitors status of development of all products and delivery of all services. Monitors quality control and quality assurance procedures and outcomes. Must be able to: Secure and manage new contracts; Participate in strategic and product planning meetings, such as for publications and educational and marketing materials, and public relations and press campaigns; Participate in creative development meetings, e.g., video treatment development; Assign tasks to staff and monitor quality of work; Develop and manage budgets; Oversee production process, delivery of service; Oversee administrative support for all production, including management of vendors; Serve as primary contact with clients; Track production components.
<b>Minimum Education:</b> Bachelor Degree

  

<b>Labor Category: Senior Producer</b>
<b>Minimum Experience:</b> Five (5) years specific field experience
<b>Functional Responsibility:</b> With limited supervision projects, including the discrete project tasks, such as video and PSA production and distribution, and development of ancillary materials, e.g., packaging. Matches staff to needs of each project, monitors status of development of all products and delivery of all services. Monitors quality control and quality assurance procedures and outcomes. Must be able to: Participate in strategic and product planning meetings, such as for publications and educational and marketing materials, and public relations and press campaigns; Participate in creative development meetings, e.g., video treatment development; Assign tasks to staff and monitor quality of work; Develop and manage budgets; Oversee production process, delivery of service; Oversee administrative support for all production, including management of vendors; Serve as primary or secondary contact with clients; Track production components.
<b>Minimum Education:</b> Bachelor Degree

  

<b>Labor Category: Associate Producer</b>
<b>Minimum Experience:</b> Two (2) years specific field experience
<b>Functional Responsibility:</b> With Supervision of Executive Producer and/or Senior Producer, assists with all aspects of video and Public Service Advertising conceptualization and production. Must be able to: Participate in strategic and product planning meetings, such as for publications and educational and marketing materials, and public relations and press campaigns; Participate in creative development meetings, e.g., video treatment development; Provide professional support to Executive Producer and/or Senior Producer; Coordinate shoot logistics, maintain contact with vendors as directed, draft ancillary materials, e.g., press release and cover letter for PSA mailing, schedule talent.
<b>Minimum Education:</b> Bachelor Degree

  

<b>Labor Category: Production Assistant</b>
<b>Functional Responsibility:</b> With supervision of Executive Producer and/or Senior Producer, provides support and assistance in implementing aspects of video production and Public Service Advertising campaigns. Must be able to: Provide professional support to Senior Public Relations Manager and/or Public Relations Manager; Provide administrative assistance as needed to production team.
<b>Minimum Education:</b> Bachelor Degree

  

<b>Labor Category: Script Writer</b>
<b>Minimum Experience:</b> Five (5) years writing experience; Two (2) years script writing experience
<b>Functional Responsibility:</b> With limited supervision, drafts and revises as needed scripts for videos and television and radio public service announcements. Must be able to: Participate in creative development meetings, e.g., video treatment development; Interact with client and production team on creative development of script; Write scripts, reviews comments from client and production team, and revises script as necessary; Attend filming as required by Executive Producer or Senior Producer.
<b>Minimum Education:</b> Bachelor Degree

### GSA HOURLY LABOR RATES

OPTION PERIOD 1				
SIN	Labor Category	Year 8 7/1/2011 - 6/30/2012	Year 9 7/1/2012 - 6/30/2013	Year 10 7/1/2013 - 6/30/2014
541-2 / 541-2RC	Senior Public Relations Manager	\$260.27	\$270.68	\$281.50
541-2 / 541-2RC	Public Relations Manager	\$226.04	\$235.09	\$244.49
541-2 / 541-2RC	Media Relations Specialist	\$150.69	\$156.72	\$162.98
541-2 / 541-2RC	Media Relations Assistant	\$89.04	\$92.60	\$96.30
541-2 / 541-2RC	Senior Editor/Writer	\$260.27	\$270.68	\$281.50
541-2 / 541-2RC	Copy Writer	\$150.69	\$156.72	\$162.98
541-1/ 541-1RC, 541-4B / 541-4BRC	Senior Project Manager	\$260.27	\$270.68	\$281.50
541-1 / 541-1RC	Project Manager	\$226.04	\$235.09	\$244.49
541-1/ 541-1RC, 541-4B / 541-4BRC	Executive Producer	\$248.40	\$258.34	\$268.67
541-1/ 541-1RC, 541-4B / 541-4BRC	Senior Producer	\$205.48	\$213.70	\$222.25
541-1/ 541-1RC, 541-4B / 541-4BRC	Associate Producer	\$137.01	\$142.49	\$148.19
541-1/ 541-1RC, 541-4B / 541-4BRC	Production Assistant	\$84.56	\$87.94	\$91.46
541-1/ 541-1RC, 541-4B / 541-4BRC	Script Writer	\$205.48	\$213.70	\$222.25

### OTHER DIRECT COSTS SIN 541-1000 / 541-1000RC

Item/Description	Unit	Ceiling Rate
Video Production	Per Production	\$4,543,401.65
Recording, Mixing, Sound efx, Editing	Per PSA	\$9,575.28
Original Music	Per Score	\$1,108.25
Producer	Per day	\$775.77
Script Review	Per PSA	\$277.06
Pitch/Follow-up Calls	Per PSA	\$2,659.80
Distribution & Monitoring	Per PSA	\$425,846.17
Union Scale Narrator	Per PSA	\$10,240.23
mp3 Transfers from Digital Audio Tape	Per Transfer	\$443.30
Message Development & Media Kit Preparation	Per Occurrence	\$992,762.59
Radio Advertisement	Per Ad	\$72,036.25